

MAY 9 1965

## Syndicate in New York Purchased by The Star

The Washington Evening Star has purchased one of the nation's oldest newspaper feature syndicates—the George Matthew Adams Service, Inc.

The acquisition of the syndicate and its 24 feature properties was announced yesterday by Crosby N. Boyd, president of The Evening Star Newspaper Co.

The 58-year-old firm will retain its offices at 444 Madison Ave., New York, but will be renamed The Washington Star Syndicate.

Harry E. Elmlark, editor and president of the Adams Service, will remain as head of the new Star syndicate.

Star officials said the purchase will provide a marketing facility for Washington Close-up, a new, five-day-a-week series of interpretive columns by five Star staff writers—Crosby S.

Noyes (foreign affairs), William Hines (science and space), Paul Hope (national politics), Richard Fryklund (military affairs) and Frank Getlein (humanities).

Washington Close-up columns recently have appeared in several newspapers about the country with which The Star has had informal arrangements.

The Star's announcement stated the Adams syndicate had been purchased from the Bank of New York, acting as executor of the Adams estate. The price was not disclosed.

George Matthew Adams, a pioneer in the discovery and development of newspaper features, founded the syndicate in 1907. One of his first successes was the hiring of William Allen White, the famed editor of the Emporia (Kan.) Gazette, to cover the national political conventions of 1908.